The present application is a continuation of and claims the right of priority to International Application PCT/US96/20497, filed on 23 December, 1996, now abandoned only as to the United States of America.

The present application is related to U.S. Application Serial No. 08/622,685, filed 26 March 1996, and U.S. Provisional Application Serial No. 60/009,244, filed 26 December 1995.--

IN THE CLAIMS

[For convenience, all pending claims are reprinted below. Claims not amended in this paper are designated as "Not Amended", claims cancelled are designated as "Cancelled", and added claims are designated as "New".]

Please cancel Claims 28-31 without prejudice or disclaimer.

Please add new Claims 32-110, corresponding to subject matter from cancelled Claims 1-31, as follows:

--32. (New) A computer implemented method for providing purchasing incentives to consumers, comprising the steps of:

storing in a purchase history database product data for products purchased in association with a unique identifier;

transmitting a prompt for personal information from a main computer to a personal computer over a computer network;

transmitting personal information data from said personal computer to said main computer over said computer network in response to said prompt;

generating page data defining a personal page that is accessible over said computer network, said personal page based at least in part on said personal information data transmitted from said personal computer to said main computer;

storing said page data defining said personal page in a personal page database;

determining a purchase incentive depending on (1) said product data stored in said purchase history database and (2) said page data stored in said personal page database; and

updating said page data so that said personal page will display said purchase incentive.

33. (New) The method of claim 32, wherein said step of storing said page data comprises the step of storing said page data in association with said unique identifier.

34. (New) The method of claim 32, wherein said step of storing in said purchase history database said product data comprises the step of storing in said purchase history database said product data for products purchased in association with said unique identifier, whereby said unique identifier uniquely identifies a consumer.

35. (New) The method of claim 32, further comprising transmitting an advisory messages concerning said updated personal page from said main computer to said personal computer over said computer network.

36. (New) The method of claim 32, wherein said step of determining said purchase incentive comprises determining said purchase incentive based on offers from a product manufacturer.

37. (New) The method of claim 32, wherein said step of determining said purchase incentive comprises determining said purchase incentive based on offers from a product retailer.

38. (New) The method of claim 32, wherein said step of determining said purchase incentive comprises determining said purchase incentive based on offers from a product manufacturer and offers from a product retailer.

39. (New) The method of claim 32, wherein said step of determining said purchase incentive comprises determining said purchase incentive on a basis of demographic data stored in said personal page database.

40. (New) The method of claim 32, wherein said step of determining purchase incentive comprises determining said purchase incentive on a basis a frequency of usage of purchase incentives by a consumer.

41. (New) The method of claim 32, wherein said step of determining said purchase incentive comprises determining said purchase incentive on a basis a frequency of usage of said personal page by a consumer.

42. (New) The method of claim 32, wherein said computer network comprises one of an intranet and the Internet.

43. (New) A computer implemented method for distributing purchasing incentives to consumers, comprising the steps of:

transmitting promotion data identifying a plurality of product discounts from a main computer to a personal computer over a computer network;

displaying said plurality of product discounts at said personal computer based on said promotion data;

transmitting selection data designating at least one product discount selected from said plurality of product discounts from said personal computer to said main computer over said computer network;

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generating token data depending on said selection data;

transmitting said token data from said main computer to said personal computer over said computer network;

identifying said token data in a retail store in association with items being purchased at said retail store;

determining discount items being purchased corresponding to said at least one product discount from said identified token data; and

generating a purchase incentive that provides a cash discount, said cash discount based on said discount items.

44. (New) The method of claim 43, wherein said step of generating said purchase incentive comprises generating an instantly redeemable voucher.

45. (New) The method of claim 43, wherein said step of generating said purchase incentive comprises generating a voucher that is redeemable on a subsequent visit to said retail store.

46. (New) The method of claim 43, further comprising generating a shopping list based on said selected product discounts.

47. (New) The method of claim 46, further comprising transmitting said shopping list from said main computer to said personal computer over said computer network.

48. (New) The method of claim 43, wherein said step of transmitting said promotion data comprises transmitting promotion data identifying a plurality of product discounts from a specified product manufacturer.

49. (New) The method of claim 43, wherein said step of transmitting said promotion data comprises transmitting promotion data identifying a plurality of product discounts from a specified retailer.

50. (New) The method of claim 43, wherein said step of transmitting said promotion data comprises transmitting promotion data identifying a plurality of product discounts from a specified product manufacturer and from a specified product retailer.

51. (New) The method of claim 43, wherein said step of transmitting said promotion data comprises transmitting promotion data identifying a plurality of product discounts on a basis of demographic data stored in a personal database of a consumer.

52. (New) The method of claim 43, wherein said step of transmitting said promotion data comprises transmitting promotion data identifying a plurality of product discounts on a basis of a frequency of usage of tokens by a consumer.

53. (New) The method of claim 43, wherein said step of transmitting said promotion data comprises transmitting promotion data identifying a plurality of product discounts on a basis of a frequency of usage of product discounts by a consumer.

54. (New) The method of claim 43, wherein said step of identifying said token data comprises identifying said token data by scanning a token having said token data therein.

55. (New) The method of claim 43, wherein said computer network comprises one of an intranet and the Internet.

56. (New) A computer implemented method for adding data identifying products purchased by a consumer in association with data uniquely identifying said consumer in a database, said method comprising the steps of:

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determining retail store purchased products purchased in a retail store in association with a unique identity code;

storing data identifying said store purchased products in association with said unique identity code in said database;

determining network purchased products purchased via a communication over a computer network in association with said unique identity code; and

storing data identifying said network purchased products in association with said unique identify code in said database.

57. (New) The method of claim 56, wherein said computer network comprises one of an intranet and the Internet.

58. (New) A system for providing purchasing incentives to consumers, comprising:

a main computer having a purchase history database for storing product data for products purchased in association with a unique identifier and a personal page database;

a computer network;

at least one personal computer coupled to said main computer via said computer network;

said main computer configured to transmit a prompt for personal information from to said at least one personal computer over said computer network;

said at least one personal computer configured to transmit personal information data from to said main computer over said computer network in response to said prompt;

said main computer configured to generate page data defining a personal page that is accessible over said computer network, said personal page based at least in part on said

personal information data transmitted from said at least one personal computer to said main computer;

said main computer configured to store said page data defining said personal page in said personal page database;

said main computer configured to determine a purchase incentive depending on (1) said product data stored in said purchase history database and (2) said page data stored in said personal page database; and

said main computer configured to update said page data so that said personal page will display said purchase incentive.

59. (New) The system of claim 58, wherein said main computer is configured to store said page data in association with said unique identifier.

60. (New) The system of claim 58, wherein said unique identifier is configured to uniquely identify a consumer.

61. (New) The system of claim 58, wherein said main computer is configured to transmit an advisory messages concerning said updated personal page to said at least one personal computer over said computer network.

62. (New) The system of claim 58, wherein said main computer is configured to determine said purchase incentive based on offers from a product manufacturer.

63. (New) The system of claim 58, wherein said main computer is configured to determine said purchase incentive based on offers from a product retailer.

64. (New) The system of claim 58, wherein said main computer is configured to determine said purchase incentive based on offers from a product manufacturer and based on offers from a product retailer.

65. (New) The system of claim 58, wherein said main computer is configured to determine said purchase incentive based on demographic data stored in said personal page database.

66. (New) The system of claim 58, wherein said main computer is configured to determine said purchase incentive based on a frequency of usage of purchase incentives by a consumer.

67. (New) The system of claim 58, wherein said main computer is configured to determine said purchase incentive based on a frequency of usage of said personal page.

68. (New) The system of claim 58, wherein said computer network comprises one of an intranet and the Internet.

69. (New) A system for distributing purchasing incentives to consumers, comprising:

a computer network;

at least one personal computer;

a main computer coupled to said at least one personal computer via said computer network and configured to transmit promotion data identifying a plurality of product discounts to said at least one personal computer over said computer network;

said at least one personal computer configured to display said plurality of product discounts based on said promotion data;

said at least one personal computer configured to transmit selection data designating at least one product discount selected from said plurality of product discounts to said main computer over said computer network;

said main computer configured to generate token data depending on said selection data;

said main computer configured to transmit said token data to said at least one personal computer over said computer network;

a retail store configured to identify said token data in association with items being purchased at said retail store;

said retail store configured to determine discount items being purchased corresponding to said at least one product discount from said identified token data; and

said retail store configured to generate a purchase incentive that provides a cash discount, said cash discount based on said discount items.

70. (New) The system of claim 69, wherein said retail store is configured to generate an instantly redeemable voucher as said purchase incentive.

71. (New) The system of claim 69, wherein said retail store is configured to generate a voucher that is redeemable on a subsequent visit to said retail store as said purchase incentive.

72. (New) The system of claim 69, wherein said main computer is configured to generate a shopping list based on said selected product discounts.

73. (New) The system of claim 72, wherein said main computer is configured to transmit said shopping list to said at least one personal computer over said computer network.

74. (New) The system of claim 69, wherein said main computer is configured to transmit promotion data identifying a plurality of product discounts from a specified product manufacturer.

75. (New) The system of claim 69, wherein said main computer is configured to transmit promotion data identifying a plurality of product discounts from a specified retailer.

76. (New) The system of claim 69, wherein said main computer is configured to transmit promotion data identifying a plurality of product discounts from a specified product manufacturer and a specified product retailer.

77. (New) ·The system of claim 69, wherein said main computer is configured to transmit promotion data identifying a plurality of product discounts based on demographic data stored in a personal database of a consumer.

78. (New) The system of claim 69, wherein said main computer is configured to transmit promotion data identifying a plurality of product discounts based on a frequency of usage of tokens by a consumer.

79. (New) The system of claim 69, wherein said main computer is configured to transmit promotion data identifying a plurality of product discounts based on a frequency of usage of product discounts by a consumer.

80. (New) The system of claim 69, wherein said retail store is configured to identify said token data by scanning a token having said token data therein.

81. (New) The system of claim 69, wherein said computer network comprises one of an intranet and the Internet.

82. (New) A system for adding data identifying products purchased by a consumer in association with data uniquely identifying said consumer in a database, said system comprising:

a main computer configured to determine retail store purchased products purchased in a retail store in association with a unique identity code;

said main computer configured to store data identifying said store purchased products in association with said unique identity code in said database;

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said main computer configured to determine network purchased products purchased via a communication over a computer network in association with said unique identity code; and

said main computer configured to store data identifying said network purchased products in association with said unique identify code in said database.

83. (New) The system of claim 82, wherein said computer network comprises one of an intranet and the Internet.

84. (New) A computer program product comprising a computer storage medium having a computer program therein for providing purchasing incentives to consumers, said computer program performing the steps of:

storing in a purchase history database product data for products purchased in association with a unique identifier;

transmitting a prompt for personal information from a main computer to a personal computer over a computer network;

transmitting personal information data from said personal computer to said main computer over said computer network in response to said prompt;

generating page data defining a personal page that is accessible over said computer network, said personal page based at least in part on said personal information data transmitted from said personal computer to said main computer;

storing said page data defining said personal page in a personal page database;

determining a purchase incentive depending on (1) said product data stored in said purchase history database and (2) said page data stored in said personal page database; and

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updating said page data so that said personal page will display said purchase incentive.

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85. (New) The computer program product of claim 84, *27* wherein said step of storing said page data comprises the step of storing said page data in association with said unique identifier.

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86. (New) The computer program product of claim 84, wherein said step of storing in said purchase history database said product data comprises the step of storing in said purchase history database said product data for products purchased in association with said unique identifier, whereby said unique identifier uniquely identifies a consumer.

87. (New) The computer program product of claim 84, further comprising transmitting an advisory messages concerning said updated personal page from said main computer to said personal computer over said computer network.

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88. (New) The computer program product of claim 84, wherein said step of determining said purchase incentive comprises determining said purchase incentive based on offers from a product manufacturer.

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89. (New) The computer program product of claim 84, wherein said step of determining said purchase incentive comprises determining said purchase incentive based on offers from a product retailer.

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90. (New) The computer program product of claim 84, wherein said step of determining said purchase incentive comprises determining said purchase incentive based on offers from a product manufacturer and offers from a product retailer.

91. (New) The computer program product of claim 84, wherein said step of determining said purchase incentive comprises determining said purchase incentive on a basis of demographic data stored in said personal page database.

92. (New) The computer program product of claim 84, wherein said step of determining purchase incentive comprises determining said purchase incentive on a basis a frequency of usage of purchase incentives by a consumer.

93. (New) The computer program product of claim 84, wherein said step of determining said purchase incentive comprises determining said purchase incentive on a basis a frequency of usage of said personal page by a consumer.

94. (New) The computer program product of claim 84, wherein said computer network comprises one of an intranet and the Internet.

95. (New) A computer program product comprising a computer storage medium having a computer program therein for distributing purchasing incentives to consumers, said computer program performing the steps of:

transmitting promotion data identifying a plurality of product discounts from a main computer to a personal computer over a computer network;

displaying said plurality of product discounts at said personal computer based on said promotion data;

transmitting selection data designating at least one product discount selected from said plurality of product discounts from said personal computer to said main computer over said computer network;

generating token data depending on said selection data;

transmitting said token data from said main computer to said personal computer over said computer network;

identifying said token data in a retail store in association with items being purchased at said retail store;

determining discount items being purchased corresponding to said at least one product discount from said identified token data; and

generating a purchase incentive that provides a cash discount, said cash discount based on said discount items.

96. (New) The computer program product of claim 95, wherein said step of generating said purchase incentive comprises generating an instantly redeemable voucher.

97. (New) The computer program product of claim 95, wherein said step of generating said purchase incentive comprises generating a voucher that is redeemable on a subsequent visit to said retail store.

98. (New) The computer program product of claim 95, further comprising generating a shopping list based on said selected product discounts.

99. (New) The computer program product of claim 98, further comprising transmitting said shopping list from said main computer to said personal computer over said computer network.

100. (New) The computer program product of claim 95, wherein said step of transmitting said promotion data comprises transmitting promotion data identifying a plurality of product discounts from a specified product manufacturer.

101. (New) The computer program product of claim 95, wherein said step of transmitting said promotion data comprises transmitting promotion data identifying a plurality of product discounts from a specified retailer.

102. (New) The computer program product of claim 95, wherein said step of transmitting said promotion data comprises transmitting promotion data identifying a plurality of product discounts from a specified product manufacturer and from a specified product retailer.

103. (New) The computer program product of claim 95, wherein said step of transmitting said promotion data comprises transmitting promotion data identifying a plurality of product discounts on a basis of demographic data stored in a personal database of a consumer.

104. (New) The computer program product of claim 95, wherein said step of transmitting said promotion data comprises transmitting promotion data identifying a plurality of product discounts on a basis of a frequency of usage of tokens by a consumer.

105. (New) The computer program product of claim 95, wherein said step of transmitting said promotion data comprises transmitting promotion data identifying a plurality of product discounts on a basis of a frequency of usage of product discounts by a consumer.

106. (New) The computer program product of claim 95, wherein said step of identifying said token data comprises identifying said token data by scanning a token having said token data therein.

107. (New) The computer program product of claim 95, wherein said computer network comprises one of an intranet and the Internet.